Contact

www.linkedin.com/in/tonyseruga (LinkedIn)
www.TonySeruga.com (Personal)

Top Skills

Start-ups
Real Estate Development
Commercial Real Estate

Languages

English (Native or Bilingual)
Spanish (Professional Working)

Tony Seruga

A.I. Implementor # A.I. M&A # Healthcare M&A # Defense Technology M&A # Investor # Mentor # Board Member # Data Scientist & Pioneer # CIA/NSA Contractor # Private Intel Ops
Newport Beach, California, United States

Summary

If there was one takeaway, in fact, a multi-million dollar concept that few understand, it would be that you don't make money running your business.

Tony's a hardcore serial entrepreneur who built or sold over 600 businesses in the past 43 years with adjusted sales ranging from $2 million to just under $11 billion, beginning with his first multimillion dollar business, a commercial real estate lender he started in 1980, when the industry was paralyzed with fear, Tony saw and seized one opportunity after another. Double digit interest rates did not deter him.

Tony has a real passion for business and putting deals together. Tony is always looking for businesses to invest in or acquire, re-position and sell, with a passion for those in healthcare, medical and biotech. Imagine being able to unlock, and cash-out the trapped 'value' of your medical or dental practice, clinic, urgent care, laboratory, extended or residential care facility, all while you still own and maintain total control.

Benefit from a lifetime of strategic partnerships. Tony, his partners and team member's clients have included the United States Government, British Government, Israeli Government, Saudi Arabia Government, NEOM, Microsoft, Dell Computers, GE, IBM, General Motors Corporation, The Scott Fetzer Corporation, Managing Dutch East India Company Archives for UNESCO, Procter & Gamble, Raytheon, Mastercard, Walmart, Northrop Grumman, Berkshire Hathaway, General Dynamics, BAE Systems, Standard Oil aka ExxonMobil, Saudi Aramco, et al.

Tony's been a lifetime data scientist. He owns the digital ID of every mobile device/computer in the U.S. and has indexed and archived

every IP address in the world. Tony’s extensive experience in big and deep data, including geotracking and geolocation makes his companies the top authority for providing data to corporations, law enforcement and U.S. government agencies like the CIA, NSA, DoD, DIA, NGA, NRO, FBI, as well as Interpol and foreign intelligence organizations.

Specialties:, Acquiring or partnering with entrepreneurs to scale businesses through acquisitions, strategic relationships and marketing is of extreme interest. Tony is also adept at gathering and interpreting data, cell phone tracking and geofencing, negotiation, copywriting, marketing strategy, structuring and funding of mergers and acquisitions and, public exit strategies for businesses and entrepreneurs.

Tony’s team regularly help entrepreneurs acquire, grow, scale and exit 7, 8 and 9 figure businesses. Tony and his team provides solutions for "ANY funded problem", pvt or govt.

Experience

Venture Capital & Private Equity
Managing Director
July 1999 - Present (25 years 10 months)
Manhattan, NY 10005

Expert advisors in raising capital, fund structures, starting a fund and commercial real estate lending.

Greenlaw Capital
Managing Director
April 2009 - Present (16 years 1 month)
Orange County, California Area

Imagine being able to unlock, and cash-out the trapped ‘value’ of your medical practice, clinic, urgent care, laboratory, home or extended care facility, yet you still own and maintain total control. It is concept that is dramatically changing lives.

Effectively, if you're running a healthcare/medical SME, it's difficult to access ‘real’ capital, to grow beyond a certain size, and to get banks to support you

with simple things you need to be able to really grow your business. We have fixed this problem.

Figuring out a way to tackle the three major issues—risk, scale, and liquidity—and therefore we are able to create huge amounts of ‘share-holder’ value. In the private equity world, they "roll up," which means they put a number of companies in the same industry together, and you then have the sum total of all of the parts.

You shove them all into one box and off you go.

The challenge with owner-managed SMEs is that they're below the private equity radar. These are companies that are generating profits of between $500,000 and $5 million a year. They are often lifestyle businesses that have been going for 10+ years and are generating seven-figure profits for the owners but, basically, they're not really hitting it out of the park. They've pretty much plateaued in terms of their growth.

They've reached their glass ceiling, and it's hard for them to break through. They're great businesses, great medical/healthcare practices but they can't really go much further from where they are. Often, these people are ambitious, they want to buy their competitors, they want to expand out of state, even overseas, they want to do things, but they can't, and they feel a bit trapped.

They feel like they're swinging their arms and not landing that many punches. I and my team of Wall Street mavericks look for these medical practices, clinics, urgent cares, labs, extended and residential care facilities and give them access to the same resources as the huge public corporations.

Digital Mavericks
Managing Partner
September 1993 - August 2009 (16 years)

Providing Internet Marketing and lead generation for start-ups, hedge funds, angel investors, investment banks, celebrity authors, infomarketers and business leaders.

AJS & Associates
Managing Partner
June 1982 - September 1993 (11 years 4 months)
Newport Beach, CA

AJS & Associates is a commercial real estate lending company also involved in acquiring, developing and managing commercial real estate properties for their own portfolio throughout the western U.S.A. Our core focus is on the acquisition and management of income assets and land entitlement projects. With offices located in Newport Beach, CA and Redlands, CA.

Education

Western State College of Law

JD, Law · (1983 - 1986)

California State University-Fullerton

BS, Biology · (1980 - 1984)